

Research Article

Development of Viva Video Digital Art as a Learning Media at SMA Negeri 8 Padangsidempuan

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Abstract.

This study aims to determine the level of representativeness of female candidates and the efforts taken to obtain votes in the legislative elections in South Tapanuli Regency in 2014 and 2019. The research method used is qualitative research with a descriptive analysis approach. Data collection techniques through observation, interviews, and literature study. The data analysis technique was carried out by reducing the data, presenting the data and then drawing conclusions in the form of data findings to answer the research objectives. The results showed that Political actors who participate in the legislative elections in South Tapanuli Regency have carried out the mandate of the Law to nominate at least 30% women legislative members. However, from the results, only 11.4% of women's representation in holding parliamentary seats in South Tapanuli Regency. Where, in the 2014 legislative election, the seats in the South Tapanuli Regency DPRD were only won by 3 women legislative members and in the 2019 legislative elections only 4 were won. In obtaining the results, of course, the representation of women is still less than the quota that should be. For this reason, female candidates must continue to do their best to fulfill the quota in the next legislative election. including by conducting house-to-house campaigns, socialization and group discussions through the success team, direct mass campaigns by directly participating in community activities, and indirect mass campaigns carried out through social media, print media and electronic media containing an invitation to the public political choice.

Keywords: Viva video; learning media; development; public political

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1. Introduction

The essence of democracy is an effort to guarantee political equality for all citizens, including marginalized groups and minorities. Although demographically the majority of Indonesia's population are women, they are no more than a mute majority, a large politically, socially, culturally and economically marginalized group that is almost always absent from decision-making processes [1].

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Increasing women's political participation at both the local and national levels will affect the character of Indonesian democracy for all citizens [2]. Strengthening political participation, and 'not just numbers' means taking efforts that are not only limited to increasing the number of women in politics, but also improving women's performance and success in politics, assessing the impact of their participation in the political system, monitoring developments political agendas, and monitor issues that arise with their involvement in the political system [3].

The participation of women in politics during the reform era has now expanded their role to become members of parliament. The participation of women in legislative elections shows that there is progress towards a democratic process that has a participatory culture and of course this makes women richer in fulfilling their rights. With the representation of women in Parliament, it is hoped that various aspirations related to issues women can be institutionalized through various political products that are made [4].

To be involved in all aspects of political activities for women is not easy. The current condition for Indonesian women is shaped by obstacles that hinder their political participation. The main constraints that are often used as reasons for the weak political participation of women can be grouped into two, namely internal and external obstacles [3]. Internal barriers are women's great reluctance to be involved in political activities. This reluctance is due to their socio-cultural condition which is not yet possible to actively voice and convey their desires and aspirations in the political field. This activity is considered inappropriate for women, because of its characteristics that are far from the image of women. Political world is considered "hard", "dirty", and full of tricks that are considered unsuitable for the image of women. The socio-cultural environment does not support the development of women's potential, including parental insight, customs, inappropriate interpretation of religious teachings, family income levels, and a discriminatory education system. The adherence of traditional culture and the lack of women's access to the control of socio-economic factors have resulted in the formation of an image in women that they are naturally behind men.

External obstacles include, among others, a paternalistic bureaucracy, unbalanced patterns of economic and political development and a lack of functioning political parties. The main obstacle to women's weak political participation includes being in a socio-cultural environment that does not support the development of women's potential. Apart from that, it can also come from inadequate political development policies and the lack of functioning of political parties. Efforts can be made to increase women's political participation, among others, through political education that is able to create

women's capacities and awareness of their rights and obligations in the political field. In this case, it is inseparable from the existence of men who broadly dominate the political arena, men are very dominant in formulating the rules of the political game.

Law Number 2 of 2011 concerning Political Parties regulates the functions and obligations of political parties in realizing gender equality and justice and increasing the participation and role of women in the political field, while Law Number 7 of 2017 concerning general elections for members of the DPR, DPD, DPRD outlines subordinate each political party participating in the election proposing members of legislative candidates for each electoral district by paying attention to women's participation of at least 30% with a quota of 30% women are expected to be able to take strategic positions in the legislative body and can color state policy [5]. However, the fulfillment of this 30% quota is still difficult for female candidates to achieve, this is due to the society's mindset that views women as not having qualified abilities in the world of politics.

Based on the explanation above, the researcher is interested in seeing women in the vortex of the election as seen from the level of representation of female candidates and how the efforts were made to obtain votes in the legislative elections in South Tapanuli Regency in 2014 and 2019.

2. Methods

2.1. Types Of Research

The type of research used in this research is a qualitative approach. A qualitative approach is a research procedure that produces descriptive data in the form of people's written or spoken words and observable behavior. Bogdan and Taylor, as quoted by Basrowi and Sukidin [6] say that:

Qualitative research is a research procedure that produces descriptive data in the form of words or writings and the behavior of the people being observed. Through qualitative research, researchers can identify subjects and feel what they experience in everyday life. Qualitative research is expected to be able to produce an in-depth description of speech, writing, and / or observable behavior of an individual, group, society, and / or a particular organization in a particular context setting that is studied from a complete, comprehensive, and holistic.

Qualitative research seeks to reveal the various uniqueness contained in individuals, groups, communities, and/or organizations in everyday life in a comprehensive, detailed,

deep, and accountable manner. This qualitative research is felt to be the sharpest analytical knife to present a model of in-depth study of society. As stated by Sugiyono [7] that qualitative research methods are:

1. Conducted under natural conditions, direct to the data source and the researcher is the key instrument.
2. Qualitative research is more descriptive in nature. The data collected is in the form of words or pictures, so it does not emphasize numbers.
3. Qualitative research places more emphasis on processes rather than products or outcomes.
4. Qualitative research performs data analysis inductively.
5. Qualitative research places more emphasis on meaning (reversed data is observed).

Some of the opinions of experts regarding qualitative research above are the basis for sufficiently mature considerations for researchers to use this approach in this study. By using qualitative research methods, it is hoped that the research carried out can produce findings or data that are more complete, in-depth, reliability and validity so that the objectives of this study can be achieved.

2.2. Research Informants

In determining qualitative research informants, it is carried out when the research begins to enter the field and during the research the researcher chooses certain people who can provide information and can consider the required data. In this study, informants are determined through a purposive mechanism, namely people who are considered experts or know about the problem being researched. Informants in this study are female legislative candidates who run for the 2014 legislative elections who become incumbents in the next period as well as candidates. new candidates are running for the 2019 legislative elections. However, for the convenience of all parties, the researchers did not clearly mention the names of the research informants, only mentioned the initials and the supporting parties.

2.3. Data Collection Technique

The data collection techniques used in the study were as follows:

1. Observation is a technique or way of collecting data by making direct observations on an ongoing activity. Observation is directed at the activity of paying attention accurately, noting phenomena that appear, and considering the relationship between aspects of the phenomenon. From observation, data will be obtained about a problem, so that understanding is obtained or as a means of re-checking or proving information / information previously obtained [7].
2. Interview is a conversation with a specific purpose. The conversation is carried out by two parties, namely the interviewer who asks the question and the interviewee who provides the answer or question [8]. The interview technique used in this research is in-depth interviews. In-depth interviews are a way of collecting data or information by directly meeting the informants, with the intention of getting a complete picture of the topic under study.
3. Literature studies are carried out to collect data that comes from documents related to research, looking for data on research variables from books, journals, notes, newspapers and so on.

2.4. Data Analysis Technique

According to Moleong [8], data analysis is the process of arranging data sequences, organizing them into patterns, categories, and basic units of description, thus making the data easier to read and summarize. The analysis technique used is descriptive data analysis technique, namely by collecting factual data and describing it. The data comes from all information obtained from interviews and documents through several stages. After data collection, data recording, the researcher conducted an interaction analysis consisting of data reduction, data presentation and verification. The analysis of this study took place in conjunction with the data collection process, and was carried out after the data was collected.

3. Results and Discussion

3.1. Representation of Female Candidates in the 2014 and 2019 South Tapanuli Regency Legislative Elections

The 2014 legislative elections in South Tapanuli Regency were attended by 15 political parties consisting of 227 male candidates and 132 female candidates. Of the total female candidates running for office, only 3 people managed to occupy seats in the DPRD of

South Tapanuli Regency. Meanwhile, the 2019 legislative elections in South Tapanuli Regency were attended by 15 political parties consisting of 218 male candidates and 141 female candidates. Of the total female legislative candidates who ran, only 4 people managed to occupy seats in the South Tapanuli Regency DPRD.

From the information obtained above it can be seen where political parties who participate have carried out the mandate of the Law to nominate legislative members at least 30% are women. However, from the results, only 11.4% of women's representation in holding parliamentary seats. The weakness that occurs is no longer the process of nominating women legislative members, but the process of how to ensure that women legislative candidates are able to meet the minimum quota of 30% to fill the available seats. Because, in the 2014 legislative election, the seats in the DPRD of South Tapanuli Regency were only won by 3 women legislative members and in the 2019 legislative elections only 4 people won. For this reason, female candidates must continue to do their best to fulfill the quota in the next legislative election.

The positive thing that can be seen is that there is great enthusiasm for women in South Tapanuli Regency to get involved in politics. This can be seen from the number of female legislative candidates running for themselves that have met the quota for women's representation in accordance with the mandate of the law. Although the results have not been able to meet the 30% quota, women candidates still have a big struggle to convince the community's choice in the following periods.

3.2. Efforts Made by Female Candidates in Obtaining Votes

Every candidate who participates in the competition can be sure that each candidate takes certain efforts to get votes, one of which is to use political campaign strategy techniques. Strategy in political campaigns is very important in the success of an election. As the under-representation of women in parliament is caused by a series of challenges that limit their progress, strategies must be studied simultaneously to overcome these challenges. The following are the efforts used by each of the women candidates for the DPRD of South Tapanuli Regency, namely door-to-door political campaigns, socialization and group discussions through the success team, direct mass campaigns, and indirect mass campaigns.

3.2.1. House-to-House Political Campaigns.

House-to-house campaigns, where candidates go directly to voters and ask questions about their problems in changing their political attitudes and choices. House-to-house campaigns where legislative candidates carry out various political campaign activities with the community in their respective electoral districts which are face-to-face with the community to socialize the program's vision and mission.

This interaction is carried out by giving direct and open speeches containing appeals, invitations, and even doctrines. The main objective is to attract the masses and collect as many votes as possible. Apart from conveying their vision and mission, a political candidate usually takes advantage of these conditions to spread issues and promises to the public. Interacting directly with the community is a strategy that candidates can use to attract public sympathy.

In this process, the public will be able to assess the quality of the candidates, which will be seen from the issues they carry and how the candidates respond to all the questions and requests of the people in their electoral districts. A good initial impression will really help candidates to be able to make a more intense approach to society. The process of directly interacting with the community is very synonymous with political issues brought up by legislative candidates.

From the results of interviews with all informants, it is known that all informants used this door-to-door effort in their constituency. Where female candidates directly visit residents' homes that have previously been coordinated by their success team, to then communicate directly with the community regarding their vision and mission when elected later.

3.2.2. Socialization and Group Discussions through the Success Team.

Socialization and group discussion is carried out by forming small discussion groups that discuss problems faced by the community. Dissemination and discussion of female candidates in the form of dialogue as well as a gathering place with the community. Group discussions were also conducted with community groups in each of the existing electoral districts. This discussion is also aimed at capturing ideas and aspirations from these community groups as well as garnering support and fostering friendship with these groups.

In this case the success team is meant by forming a team that is tasked with being involved in society and as representatives in society. This team has the function of disseminating information regarding what matters have been done by political candidates, especially regarding their candidacy in the General Election. Usually, to form a team like this, political candidates rely heavily on the role of public figures or community elites in order to condition their supporters against them.

Based on the results of interviews with all informants, female candidates use their respective success teams to go to their constituency and coordinate with existing community groups. To then create an agenda for meetings between women candidates and community groups. The aim of this effort is to attract the attention of the local community, because according to the candidates it will be easier to get votes if they are successful in engaging with groups in the local community. Because the candidates believe that these groups will more easily influence political choices to other people.

3.2.3. Live Mass Campaign.

The direct mass campaign carried out by female candidates for the DPRD of South Tapanuli Regency is shown by being involved or participating in activities carried out by the community. Participating here aims to change the behavior of the audience in a concrete and measurable way. Here political candidates show sympathy and concern for the community. Namely by carrying out activities related to community life such as carrying out social services, providing public facilities in the community, attending recitations in the area or participating in the Musrenbangdes event as well as promising input in the form of a program that he will fight for when given the mandate later.

Although it sounds promising to get a lot of votes because it has a great opportunity to attract the hearts of the public through the participation of candidates in various activities, in fact not all women members in the South Tapanuli Regency DPRD used this strategy when campaigning in the last Pileg. Each of them has different views in approaching society. Some stated that they did not have to directly participate in community activities (in the sense that they were sufficient to be event donors) or at least be able to contribute thoughts such as suggestions or solutions.

3.2.4. Indirect Mass Campaign.

Indirect mass campaign, conducted by means of giving speeches on radio, television or placing advertisements in print and electronic media. Indirect mass campaigns are

carried out through mass media, print and electronic media before the official campaign period is carried out, the content of the message is an invitation to the public to vote for candidates using political advertisements in the form of billboards, banners, stickers and business cards.

The link between the mass and print media and politics is alleged to have had an influence, especially in shaping the image of a politician. Through mass media and print media, positive news will be informed in the form of good behavior from politicians who participate in social and environmental activities so that they will form certain general opinions for those who witness it. Therefore, the maximum use of mass media will be needed in attracting the hearts of voters to elect women legislative candidates.

Based on the results of interviews with informants, all informants made this effort by using campaign attributes in the form of billboards, banners and banners depicting themselves and the supporting political parties containing their vision and mission when elected. In addition, female candidates also make name cards to make it easier for the public to remember them as legislative candidates.

4. Conclusions

Based on the results of the discussion above, the following conclusions are obtained. The representation of women candidates in the legislative elections of South Tapanuli Regency can be seen from the number of women who run for each political party that has met the 30% quota, but the results have not met the quota, because in the 2014 legislative elections only 4 female candidates won and in the legislative elections. 2019 was won by 7 people. Of the 30 seats contested, to meet the quota there must be 9 women legislative members. However, the nomination process and the results obtained have shown an increase in women's representation in parliamentary seats. The efforts taken by female candidates in obtaining votes in the legislative elections in South Tapanuli Regency are by conducting door-to-door campaigns, socialization and group discussions through the success team, direct mass campaigns by following direct community activities, and indirect mass campaigns that carried out through social media, print media and electronic media containing an invitation to the public to make their political choices.

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